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The Marina Operator's Practical Guide to AI

Simple Ways to Save Time, Serve Boaters, and Get More Done







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▶ ONE

AI isn't here to take over your marina.

It's here to help with the work that pulls you away from it.

You've got a lot on your plate. One minute you're answering questions about transient slips. The next you're training a new dockhand, writing a holiday email, and updating your website.

AI won't replace your customer experience or your team.

But it *can* knock out repetitive tasks faster so you can spend more time serving customers and making an impact.

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TWO

4 Easy Ways AI Can Help Your Marina Today

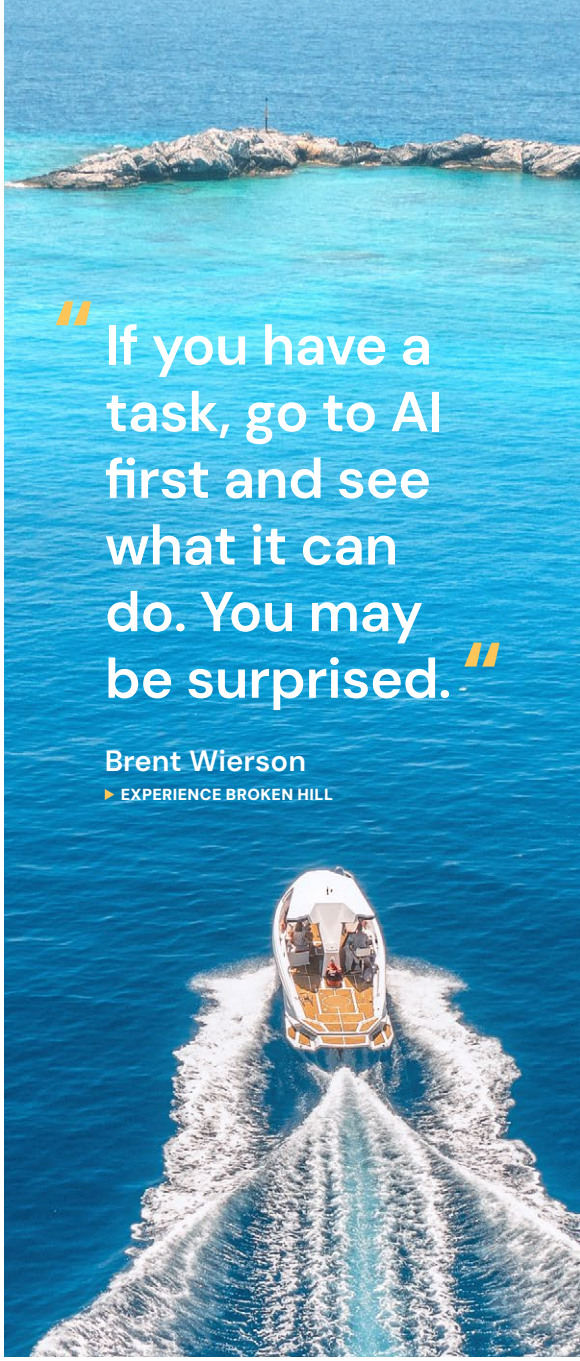
- **Marketing & customer communication** Draft emails, social posts, FAQs, website copy, and review responses.
- **Organize information** Turn messy notes, long emails, or documents into clear summaries, checklists, and handoffs.
- **Get more from your data** Ask AI to help spot trends or red flags in occupancy, reservations, revenue, or customer feedback.
- **Help your team get more done** Create SOPs, training guides, and other routine documentation faster, so your team can spend more time helping boaters.

Whether you're managing a family-owned or multiple locations, AI can help you write faster, organize information, brainstorm ideas, and create simpler customer experiences.

DOCKSIDE TIP

Don’t go overboard and try to use AI to solve every problem.

Start with one task that eats up time every week. Once you get comfortable, you'll naturally find more ways to use it.





TWO

10 Ways Marina Operators Are Using AI Today

CUSTOMER COMMUNICATION

WRITE CUSTOMER EMAILS

Holiday reminders, renewal notices, weather updates, maintenance announcements, and more. AI is great at whipping up well-written emails. Just make sure to proof-read and edit so it sounds true to you, and send!

TRY THIS PROMPT:

Write a friendly email reminding annual slip holders about [holiday, event, or seasonal reminder]. Keep it under 200 words and include a clear call to action.

RESPOND TO & LEARN FROM REVIEWS

Respond professionally to reviews, or ask AI to identify common trends so you know what customers love, and where you can improve.

TRY THIS PROMPT:

Analyze these Google reviews and summarize the top three compliments and top three recurring concerns.

BUILD WEBSITE FAQS

Turn the questions you answer every day into a helpful “frequently answered questions” section on your website.

TRY THIS PROMPT:

Create a FAQ page for a marina that offers wet slips, dry storage, fuel, boat service, and transient docking.

TWO

10 Ways Marina Operators Are Using AI Today

OPERATIONS

WRITE STANDARD OPERATING PROCEDURES

Document repeatable processes like how your marina opens, fuels, runs rentals, orders service work, and manages dock operations.

TRY THIS PROMPT:

Create a step-by-step SOP for [task]. Include required materials, safety reminders, and common mistakes to avoid.

TURN NOTES INTO CHECKLISTS

Messy notes become organized action items in seconds.

TRY THIS PROMPT:

Turn these notes into a clear checklist with action items and next steps.

CREATE EMERGENCY PREPAREDNESS PLANS

Prepare for hurricanes, flooding, severe storms, power outages, or other emergencies with customizable checklists.

TRY THIS PROMPT:

Create an emergency preparedness checklist for [weather event]. Organize it into Before, During, and After.

BUILD EMPLOYEE TRAINING GUIDES

Create onboarding materials that help new employees get up to speed faster.

TRY THIS PROMPT:

Create a training guide for a new dockhand. Include customer service expectations, safety procedures, and daily responsibilities.

TWO

10 Ways Marina Operators Are Using AI Today

MARKETING

WRITE MARKETING EMAILS & NEWSLETTERS

From holiday weekends to winter storage promotions, AI can help you get started.

TRY THIS PROMPT:

Write an email promoting [promotion, event, or seasonal service]. Write an eye-catching subject like, keep the tone friendly, and add a clear call to action.

CREATE SOCIAL MEDIA POSTS

Generate ideas, captions, and campaigns for Facebook, Instagram, and LinkedIn.

TRY THIS PROMPT:

Write Facebook posts promoting [event or service] using a friendly, marina-focused tone, varying the length, format, and call-to-action.

BRAINSTORM EVENTS & PROMOTIONS

Need fresh ideas? Creative event titles for your Fourth of July party or your end-of-year promotion? Let AI help.

TRY THIS PROMPT:

Give me 20 event ideas for a marina that encourage customer engagement throughout the offseason.

THREE

Better Prompts = Better Results

IMPORTANT RULES OF THUMB

The more context you give AI, the more helpful it becomes.

WEAK PROMPT
Write an email.

BETTER PROMPT
Write a friendly email reminding annual slip holders about Labor Day weekend. Keep it under 200 words, include a call to action, and use a conversational tone.

WEAK PROMPT
Create an SOP.

BETTER PROMPT
Create an SOP for opening our fuel dock. Include safety checks, daily inspections, opening procedures, and things to avoid.

WEAK PROMPT
Write social media posts.

BETTER PROMPT
Write five Instagram and Facebook posts promoting our customer appreciation event next Saturday.







THREE

The Five Ingredients to writing a Great Prompt

- **Task** What do you want AI to do?
- **Role** Who should AI be writing as?
- **Context** What's happening?
- **Details** Tone, audience, length, or format.
- **Success** What should a great answer include?

DOCKSIDE TIP

The first answer doesn't have to be perfect.

You can ask AI to shorten it, rewrite it, change the tone, or add more detail until it feels right.





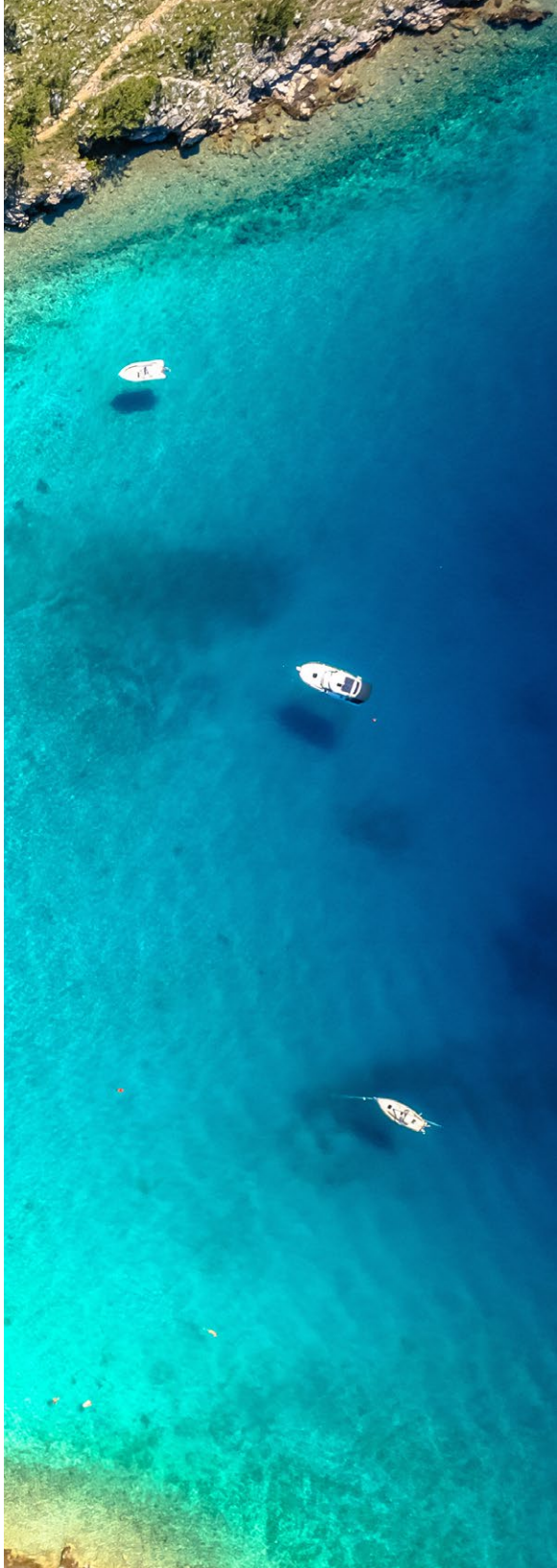
FOUR

General Do's and Don't for Using AI

AI works best when it's treated like a helpful assistant, not the final decision-maker.

Before you get started...

- Don't enter sensitive customer or payment information into public AI tools.
- Double-check important facts before sharing them.
- Use AI to create drafts, not final decisions.
- Keep your prompts specific and detailed.
- Review everything before you hit send.



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General Do’s and Don’t for Using AI

AI TERMS YOU'LL ACTUALLY SEE

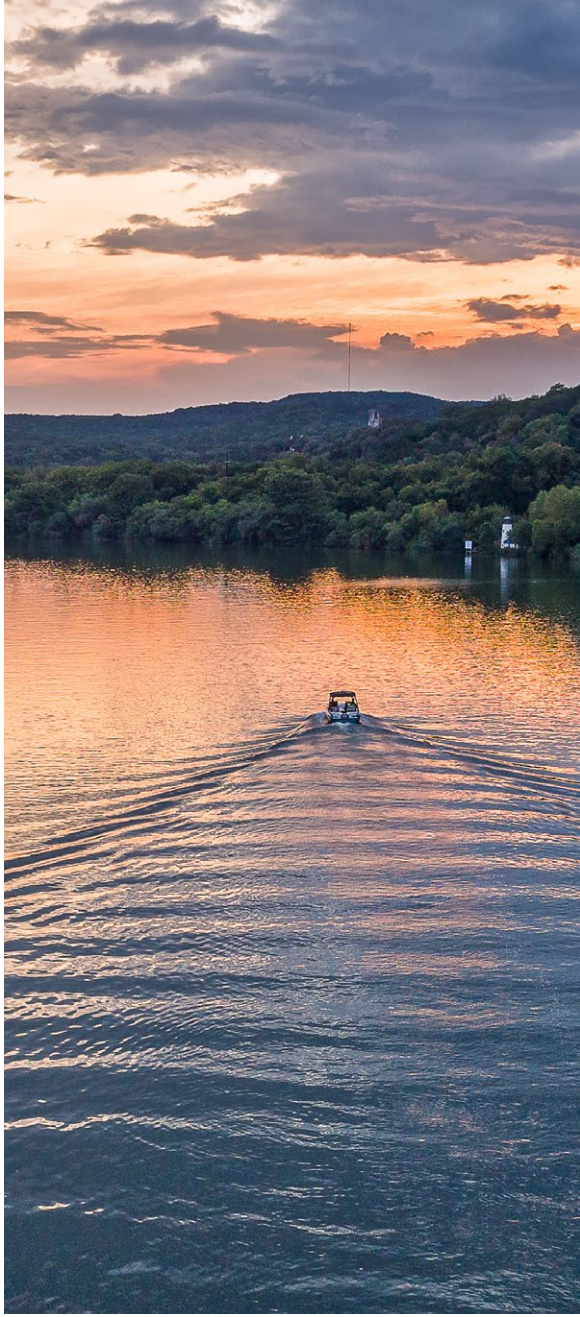
PROMPT The instructions you give AI.

GENERATIVE AI AI that creates text, images, and ideas.

LARGE LANGUAGE MODEL (LLM) The technology behind tools like ChatGPT and Claude.

HALLUCINATION When AI confidently gives incorrect information. Always verify important facts.

HUMAN IN THE LOOP AI helps create the work. You make the final decision.





FIVE

Your AI Starter Kit

COPY & PASTE PROMPT LIBRARY

The following prompts are to help you get started. The goal is for you to get a feel of what using AI is like, and discover the uses that best serve your unique operation.

Highlight the prompt, and copy it into [ChatGPT] or [Claude]. Type your customized information in the specified brackets, and click enter!

CUSTOMER EMAIL

Write a friendly email to customers about **[holiday, weather event, maintenance project, or seasonal reminder]**. Keep it under 200 words and include a clear call to action.

SOCIAL MEDIA

Write five social media posts promoting **[event, promotion, or marina service]**. Make them friendly, engaging, and include a call to action.

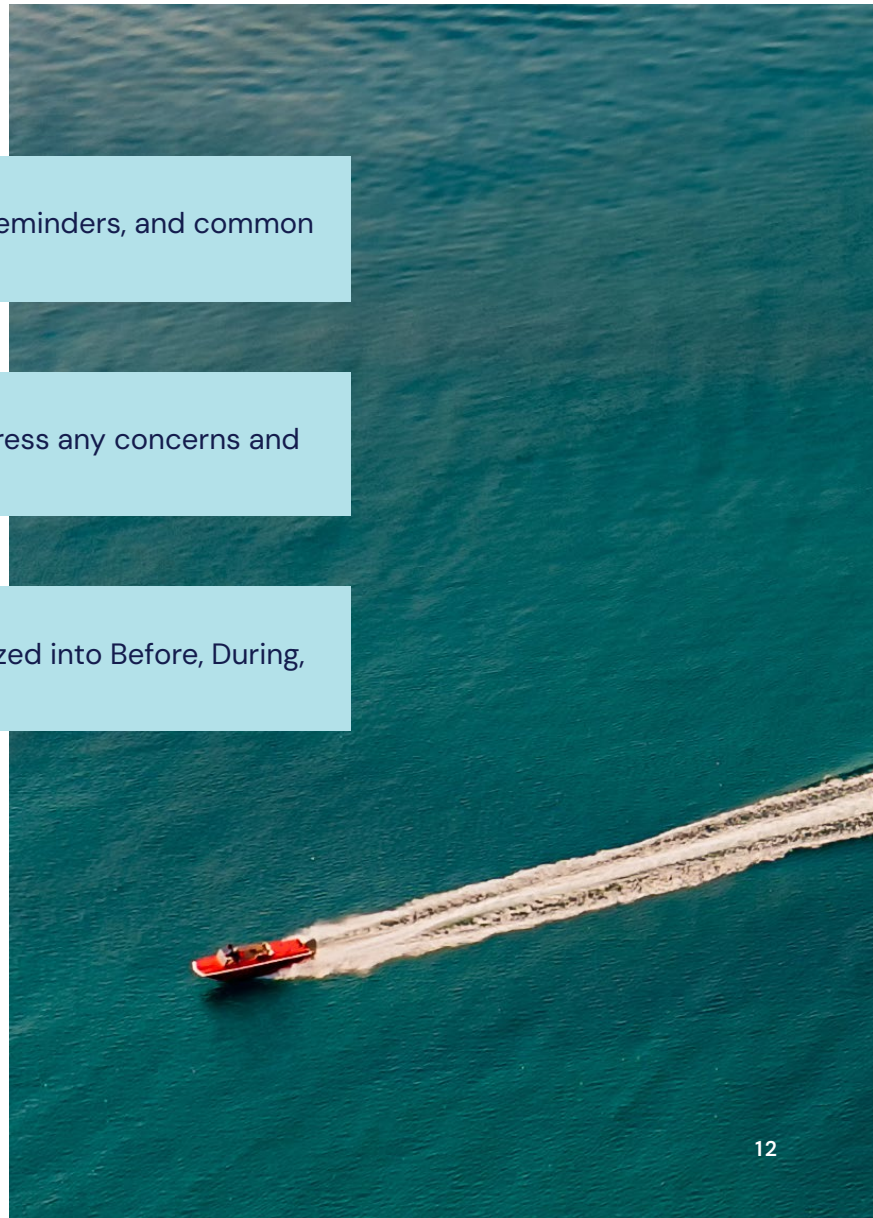


FIVE

Your AI Starter Kit

COPY & PASTE PROMPT LIBRARY





STANDARD OPERATING PROCEDURE

Create a step-by-step SOP for **[task]**. Include required materials, safety reminders, and common mistakes to avoid.

GOOGLE REVIEWS

Respond to this customer review in a professional, appreciative tone. Address any concerns and invite them back.

EMERGENCY PLAN

Create an emergency preparedness checklist for **[weather event]** organized into Before, During, and After.

FIVE

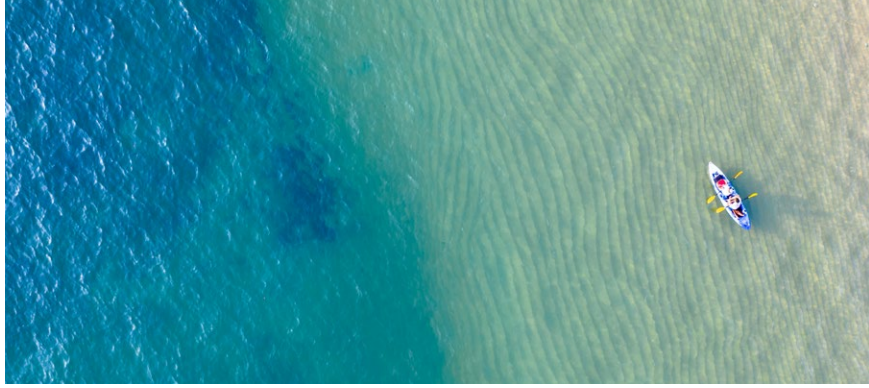
Ready to Give It a Try?

Don’t try to automate your entire marina overnight.

Start with one task this week:

- Write a customer email with AI.
- Create a social media post.
- Draft an SOP.
- Turn your notes into a checklist.

You might be surprised how quickly AI becomes another tool you rely on.





SIX

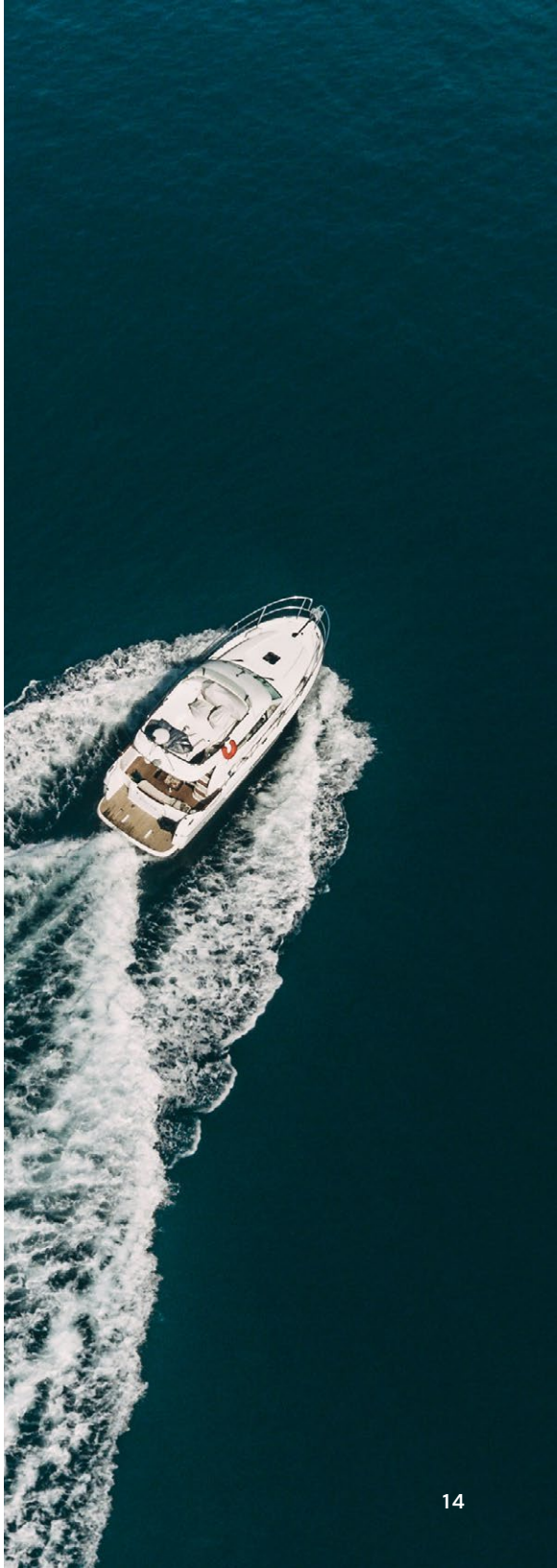
Looking Forward

Storable Marine is investing in AI to build smarter, more intuitive tools that help marina operators save time, streamline operations, and stay ahead as the industry evolves. As AI advances, we'll continue building those innovations directly into our platform, so you don't have to chase the latest technology to benefit from it.

Ready to spend less time on manual work and more time running your business?

Schedule a personalized demo to see how Storable Marine helps marinas, service yards, boat clubs, and rental operators streamline operations, improve the customer experience, and grow with confidence.

Request your personalized demo today. ›



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Real People. Real Support.

New tools like AI are only as good as the people helping you use them.

When something goes wrong during peak season, you shouldn't have to dig through help articles or wait days for an answer. **Storable Marine puts real people behind the technology, so you can get help when you need it.**

Because running a marina is complicated enough.
Getting support shouldn't be.

24 sec
▸ Average wait to reach our team

8,013
▸ Support requests handled this year

1,929
▸ Calls answered this year

141,477
▸ Client-facing article views this year

Customer Support

We're here to help, every step of the way.

visit storablemarine.com/support **email** support@storablemarine.com **call** 833.817.5889